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Message Text

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42
ACTION EUR-10

INFO OCT-01 ISO-00 EURE-00 PM-03 NSC-07 SP-02 SS-14 RSC-01

CIAE-00 DODE-00 INR-10 NSAE-00 PA-01 USIA-04 PRS-01

DRC-01 NIC-01 EB-03 COME-00 ACDA-10 OMB-01 /070 W
---------- 074815
P R 101524Z OCT 74
FM AMEMBASSY WARSAW
TO SECSTATE WASHDC PRIORITY 1684
INFO AMEMBASSY MOSCOW
AMCONSUL MUNICH
AMCONSUL KRAKOW
AMCONSUL POZNAN

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E.O. 11652: N/A
TAGS: PFOR, PL, US
SUBJECT: GIEREK VISIT MEDIA COVERAGE: OUR CUP OVERFLOWS

REF WARSAW 6179

1. SPEARHEADED BY LIVE TELECASTING OF THE WHITE HOUSE SIGNING CEREMONY ON THE EVENING OF OCTOBER 9, THE GIEREK-VISIT MEDIA CAMPAIGN CONTINUED TO MOUNT. CENTRAL NEWSPAPERS ON OCTOBER 10 DEVOTED EXTENSIVE COLUMN SPACE TO REPORTING OF GIEREK'S ACTIVITIES, THE WHITE HOUSE DINNER, MEETINGS AT CONGRESS, PRESS CLUB ADDRESS, THE WREATH-LAYINGS, ETC. A SUPPLEMENTARY ITEM ON MRS. GIEREK'S DOINGS, AN UNUSUAL FEATURE FOR THE PRESS HERE, APPEARED IN MOST EDITIONS. TEXTS OF THE TWO JOINT DECLARATIONS, SIGNING CEREMONY REMARKS BY THE PRESIDENT AND FIRST SECRETARY, AND GIEREK'S ADDRESS TO THE PRESS CLUB WERE CARRIED PROMIENTLY IN MOST PAPERS. IN TRYBUNA LUDI ON OCTOBER 10, VISIT-RELATED STORIES OCCUPIED OVER TWO AND ONE-HALF PAGES OF A 10-PAGE EDITION, WHICH HAD OTHER ITEMS ABOUT THE US BESIDES, SUCH AS A STORY ON THE VISIT OF AN AMERICAN BOXING SQUAD THAT DOMINATED THE SPORTING NEWS. ZOLNIERZ
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IDEOLOGICAL CONTENT, THIS TIME FOLLOWED SUIT WITH NEARLY TWO AND ONE-HALF OF ITS SIX PAGES DEVOTED TO THE VISIT, INCLUDING A FAVORABLE ARTICLE ON PROMIENT POLISH-AMERICANS WHICH MENTIONED CARDINAL KROL, AMONG OTHERS.

2. PHOTOGRAPHS OF THE VISIT HIGHLIGHTED FRONT-PAGE LAYOUTS IN VARIOUS PAPERS, PRESENTING A COMPREHENSIVE VIEW OF THE VARIOUS MOODS OF GIEREK'S ACTIVITIES. FOR EXAMPLE, TRYBUNA LUDU HAD A SOLEMN SCENE OF THE SIGNING CEREMONY, WHILE ZYCIE WARSZAWY CARRIED A VIEW OF THE WREATH-LAYING AT THE KOSCIUSZKO MONUMENT, WITH THE U.S. COLOR GUARD IN THE FOREGROUND. DZIENNIK LUDOWY DISPLAYED THE FIRST SECRETARY LAURING HEARTILY IN CONVERSATION WITH SENATOR HUMPHRE6 AND OTHERS, AND SZTANDAR MLODYCH PRESENTED A WARM SCENE OF GIEREK SHAKING HANDS WITH MAYOR WASHINGTON AFTER RECEIVING THE CITY'S KEY.

3. FEATURE ARTICLES CONTINUE TO ABOUND IN DAILY AND WEEKLY PUBLICATIONS. EXPRESS WIECZORNY PUBLISHED A LENGTHY, ILLUS-TRATED, AND FULSOME PIECE WARMLY DESCRIBING NEW YORK IN ALL ITS VICES AND VIRTUES, FOCUSSING MAINLY ON THE LATTER. IT WAS WRITTEN BY STANISLAW GLABINSKI, A FORMER PAP CORRESPONDENT IN FUN CITY WHO HAS LATELY CONCENTRATED ON EXPOSING THE EVILS OF MAOISM. PANORAMA, A WEEKLY FROM KATOWICE WITH A NATIONAL CIRCULATION OF 500,000, OFFERED A BONUS IN THE FORM OF A FEATURE ON BOSTON--OLD AND NEW, LIBERALLY ILLUSTRATED IN COLOR.

4. COMMENT: POLES AT ALL LEVELS ARE EXPRESSING THEIR EXCITEMENT, PRIDE, AND PLEASURE AT THE DRAMA OF THE VISIT. THE MEDIA, WHILE NATURALLY PLAYING UP THE FIRST SECRETARY'S ROLE, ARE NEVERTHELESS PULLING OUT ALL STOPS IN PRESENTING A RICH, COMPREHENSIVE VIEW OF AMERICA ON A SCALE WHICH MAY BE UNPRECEDENTED FOR THIS OR ANY PERIOD IN US-POLISH RELATIONS. DAVIS

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